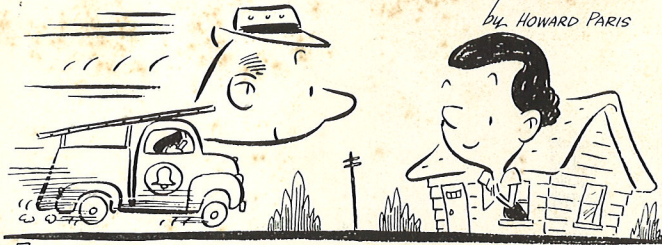


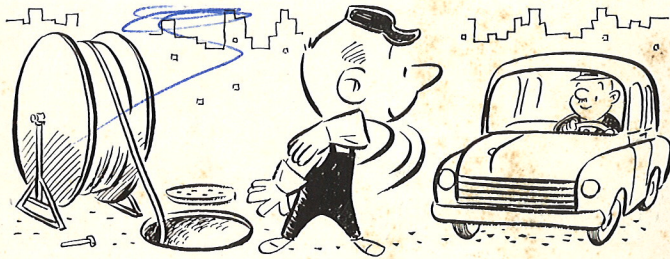
YOU CAN INFLUENCE CUSTOMER OPINION FAVORABLY... HERE ARE SOME

# ABC's of PUBLIC RELATIONS

# A



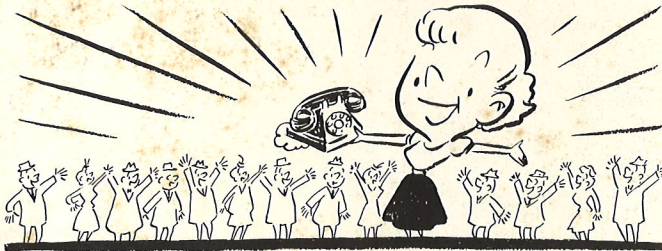
*A* is for ACTION, whatever our task,  
In giving the service our customers ask;  
Operator, repairman and clerk—yes, indeed—  
Must quickly, efficiently furnish their need.



We're judged by our labors for good or for ill,  
So *B* is for BUILDING of public good will.  
The way we lay cables, set poles or trim trees  
Offends if done carelessly; right, it will please.

# B

# C



*C* is CONVINCING the man in the street  
By "talking" our service, the problems we meet;  
His confidence, trust in the things that we do  
Mean a rosy and prosperous future for YOU!

INDIANA TELEPHONE

February • 1955

# News





# INDIANA TELEPHONE News

## This Month

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Vol. 45 **FEBRUARY** No. 2

Robert S. Smith  
Editor

A continuous story of telephone progress and the people who make it possible, published monthly by the Indiana Bell Telephone Company, 240 N. Meridian Street, Indianapolis 9, Indiana. Editorial office, 15 West New York Street, Room 511. Telephone MEIrose 5-9811, Ext. 633.

PRINTED IN U. S. A.

Lincoln was great, not because he lived in a log cabin, but because he was able to get out of it!

## Our Cover...

Jerry Grady, service representative in Unit 1 at Indianapolis, holds "pat hand" of Employee Sales Cards like those distributed to all Indiana Bell people for easy reporting of sales or leads for sales of improved service. Typical of other service representatives around the State who are processing cards turned in by fellow workers, Miss Grady expects also to be turning in quite a few of her own besides the sales she makes while on the job at Indianapolis.

## CUSTOMER SERVICE PROGRAM...EMPLOYEE SALES CARD MEMO TO BUSINESS OFFICE:

Customer's Name.....Tel. No.....  
Address.....  
☐ Has ordered, or ☐ Is interested in the following service:  
☒ Extension Telephone ☐  
☒ Additional Listing ☐  
☐ I have ☐ I have not discussed the service with the customer  
Special Instructions.....  
Employee's Name.....Dept.....  
Supervisor's Name.....

**INDIANA BELL TELEPHONE COMPANY**

## Let's Keep The Sales Cards Coming!

It's UNDER WAY and picking up speed—the Company-wide Customer Service Program to help you to help our customers obtain the telephone service improvements they need and want.

Now, your friends, neighbors, relatives—everyone you know who wants an extension telephone can have it promptly. The same is true of additional listings and as other service items become generally available they will be added to the program.

When we were short of facilities many employees often said how much

they would welcome a return to selling so this is your chance to tell those who look to you for expert advice about the different services available and how they can use them to best advantage.

Employee Sales Cards being distributed at meetings in all departments are designed primarily to record and report orders for extensions and additional listings. There also are spaces for reporting prospects for other service items.

Rate Cards containing correct cost information on service items most in demand have been provided for all





Indianapolis Toll Unit 3's cleverly designed scoreboard records daily service sales standings of competing A.C.O. groups. Standing are (l. to r.) Dorothy Alexander, assistant chief operator; Idell Wilkerson and Mary K. Garner. Seated are (l. to r.) Mary Ellen Faulkner, Doris Hood, and Waunetah Giggy.

employees and additional copies are available from your supervisor. They'll come in handy for answering questions about services and should be used to make sure that customers understand the correct monthly rates and installation charges for services you discuss with them.

Sales opportunities are limited only by our efforts and the number of people we talk to, because a surprising number still do not know that extensions, for example, can be provided right away. Our activities during the past few months, even before the start of this program, have more than doubled our installations of extension telephones.

And, in visiting with the people you know, you are in an ideal position to learn—either through their remarks or what you observe while in their homes or places of business—what telephone services they need.

It is only a step from this to pointing out these needs to them, and "writing them up," either as a definite order or as a prospect. Your opportunities to help provide improved serv-



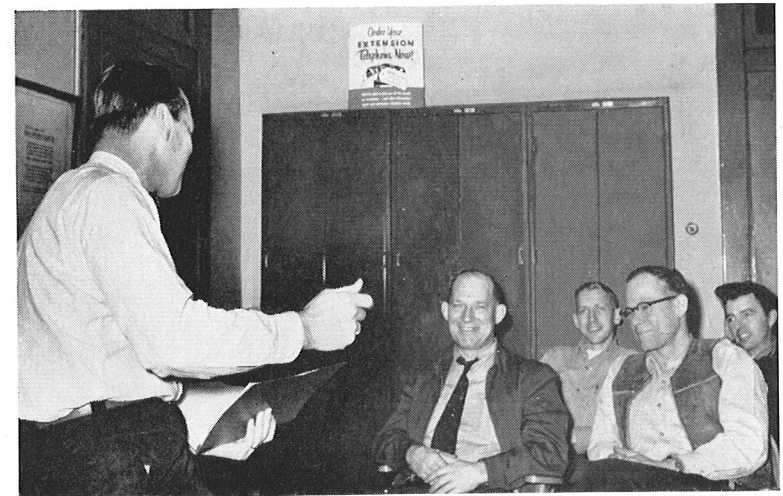
The sales appeal that extensions save steps often can be helped by the safety angle!

ice may turn up anywhere, any time. One unusual sale was made when someone made a casual remark about a home being built. Many other sales already have resulted from observing someone hurrying from one end of the house to the other to answer the telephone, and commenting that an extension costs less than a daily newspaper. And the large number of extensions sold as Christmas gifts should be a reminder that there always are year 'round gift opportunities on many other occasions.

If all of us think in terms of the value of extensions as time, step and trouble savers, plenty of selling points will suggest themselves in connection with the various needs of our customers. And the same is true of opportunities to sell additional listings if we are alert to help insure that each member of a household or business will get all his calls, and that people can "look him up" in the directory.



Margaret Hummel, administrative assistant in Accounting, "flashes" her billfold containing telephone rate card for quick reference when talking with friends about additional services.



R. L. Doub, wire chief at Shelbyville, goes over Customer Service Program details with exchange and installer repairmen (l. to r.), L. E. Fisher, Cameron Steele, D. E. Nally, and W. E. Wendleboe.





Inspecting dial equipment in the Main Office before the 2-5 cutover were (l. to r.) Mayor John Scott, of South Bend; J. F. Gaylor, chief switchman; and F. S. Million, district manager.

## All Departments Share Credit For Smooth Cutover to 2-5 Numbering At South Bend

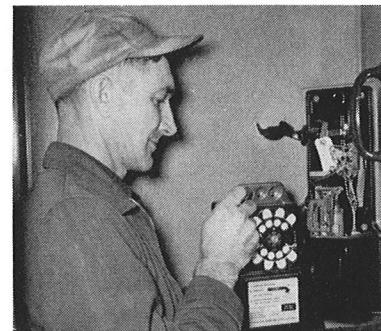
Mishawaka and Osceola included in February 6 cutover  
to 2-5 numbering plan involving 80,000 telephones



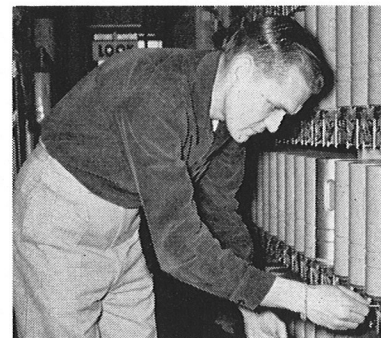
At the control center linked to all locations involved in the cutover were V. L. Jones, district traffic engineer (left) and J. F. Askew, plant chief.



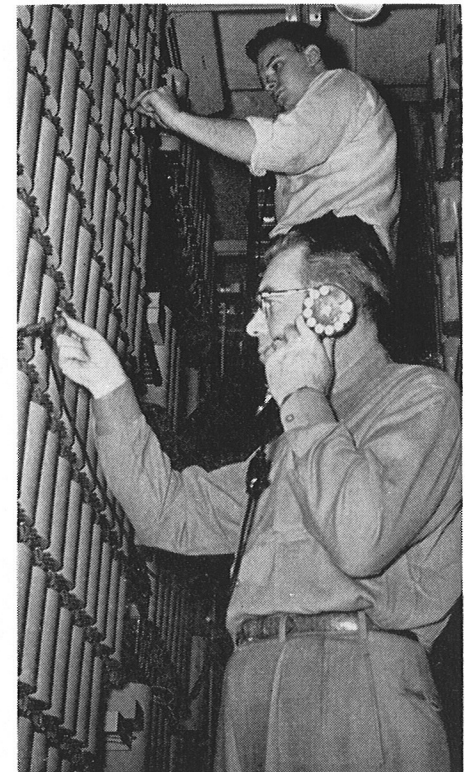
Calling all Mishawaka and Osceola customers about new, "2-5" dialing instructions were (l. to r.) Yeva Burkart, Margaret Landlich, Wanda Bartz, dial service supervisor; Mary Musselman, Nadine Newland, Mary Frances Cook, Ruth Brown, and Donna Ailer.



W. T. "Woody" Lemke, Osceola exchange repairman, changes number plates on public telephones.



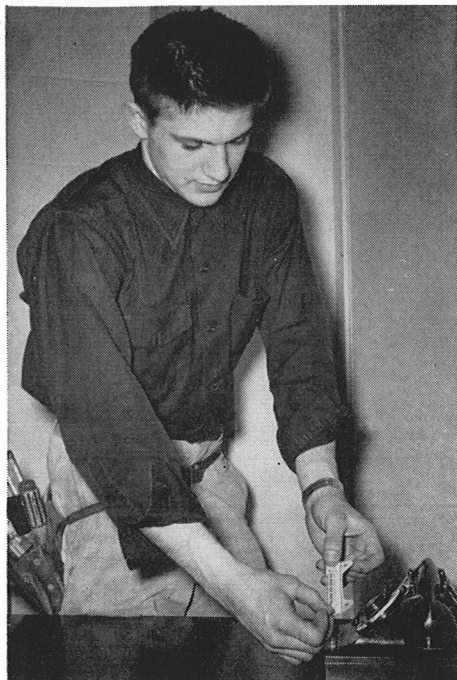
Donald E. Barnes, Mishawaka switchman, releasing incoming selector switches from South Bend.



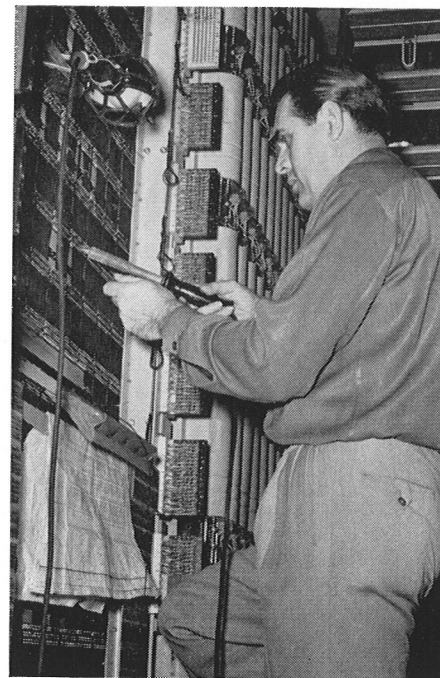
Switchman Gene Mark (below) and Ward Miller busy out trunks in the Main Office.



## Teamwork Made It a Success!



Changing a designation strip on a multi-line telephone is Leonard Sommer, installer-repairman at South Bend.



J. E. Conn, Western Electric equipment installer, strapping dial terminal assemblies for the 2-5 cut. Switchman James Fox (left) and Stanley Allison preparing Main switches for the cut.



Switchman Joseph Molnar (above) busies out the trunks in the Franklin Office.

Translating numbers involved in the change are Shirley Radeck (left) and Mary Lee Couch at the Inward long distance board, as Miriam Los, training assistant chief operator (left), and Marie Miller, service assistant, look on.



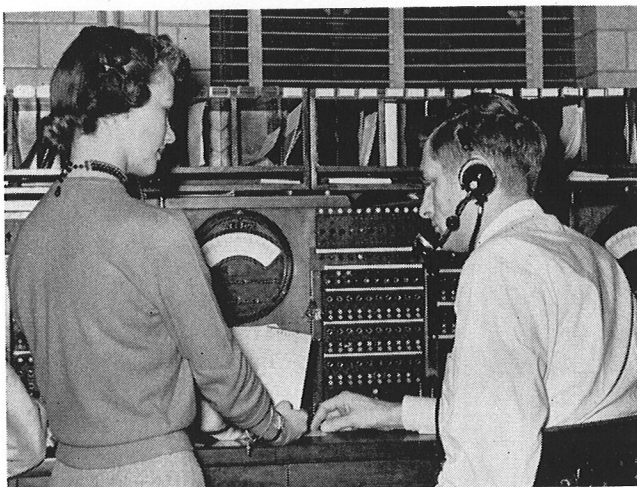
Checking final plans for the cutover to the new numbering system at South Bend is this engineering group (l. to r.): Jack Murphy, C. M. Brown, Wayne Mahoney, R. A. Holmes, Earl Miller, and E. F. Thoman.





Calls to the old numbers were intercepted by a tape recording with the voice of Frances Mazar of Unit I.

Freeman O'Donnell, Franklin Office switchman, preparing switches for the cutover.



Repair clerk Rita Mackowski checks a new "2-5" subscriber line card with Joseph Derykere, testman.

### Operation Emergency

A doctor one night had just laid his weary head on the pillow when the telephone rang. Suppressing a groan, he picked up the receiver and mumbled, "what do you want?"

"Hurry right over, doc," an excited man's voice exclaimed. "My wife's got one of those books on what to do till the doctor arrives and I'm scared she's going to do it."

## Vail Medal Presented to Mary Vachet

It was a red-letter evening for Mary Vachet, assistant chief operator at Vincennes on February 7 when she received a Bronze Vail Medal and cash award from A. M. Taylor, general traffic manager, for her "initiative and prompt, effective action in securing first aid and medical assistance" for Patricia Cardinal, a Vincennes operator.

Presentation of the award took place in the attractive Rose Room on North 6th Street, making Miss Vachet the ninth person in Traffic and the 37th to receive this honor from Indiana Bell since establishment of the Vail awards fund in 1920.

About 50 telephone people were on hand for the ceremony and dinner program. Among those attending were L. H. Ridgway, division traffic manager; R. F. Gerig, general traffic personnel supervisor; R. E. Hoffman, district traffic manager, and M. M. VanCleave, district traffic engineer.

The emergency that required initiative and swift action by Miss Vachet occurred last October 3. Mrs. Cardinal, who was resting in the lounge lapsed into a coma. Realizing the seri-



Mary Vachet, Vincennes assistant chief operator, receives the Vail Medal from A. M. Taylor, general traffic manager.

ousness of her condition Miss Vachet telephoned the emergency first aid unit of the Vincennes Fire Department, then quickly followed with a call to a local physician.

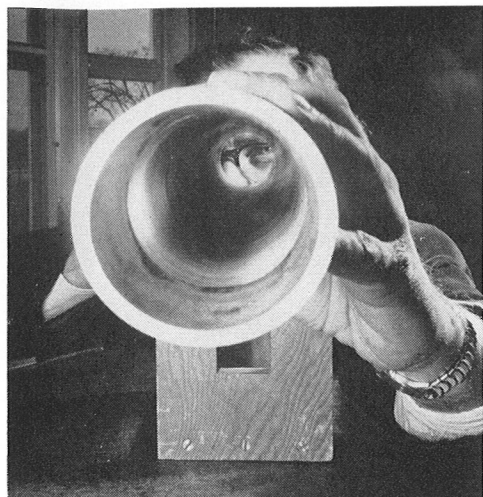
Forty minutes of persistent first aid effort were required to revive her sufficiently so that she could be moved to a hospital for further treatment. One physician said Miss Vachet's prompt action was "contributory to saving the life of a fellow worker."

Operator Marie Anton was the first to discover that Mrs. Cardinal was seriously ill, reported it to Miss Vachet, and helped her place the emergency calls. She was presented a Certificate of Merit in recognition of "her aid and timely assistance in the grave distress of a fellow worker." The certificate was prepared by her co-workers to honor their fellow employee.

The Vail Awards Fund was established by Mrs. Theodore N. Vail as a

(Continued on page 16)





This hollow tube is the newest look in telephone and television transmission. It is an experimental long distance waveguide, made of flexible copper, two inches in diameter. An outgrowth of radar, it may some day join coaxial cable and radio relay as a heavy-duty transmission medium for the Bell System.

A NEW and radically different medium for transmitting television and telephone conversations over long distances has been used successfully in experiments at the Bell Laboratories.

The new medium, a long distance waveguide, is markedly different from modern cable or radio relay systems—it uses hollow metallic tubes roughly two inches in diameter.

Bell scientists believe the new waveguide may someday simultaneously carry tens of thousands of cross-country telephone conversations along with hundreds of television programs. Top capacity for the most modern of coaxial cable systems is 1,860 two-way telephone conversations or 600 such telephone conversations and two TV programs simultaneously on a pair of coaxial tubes. Modern coaxial cables have eight such tubes, two of which are kept as spares for emergencies.

## Telephone “Pipelines” May Carry Thousands Of Calls

Waveguides made of solid metal tubing—roughly like a metal water pipe—have been widely used for some time for short distances. It would be possible to use these solid metal tubes for long distances if they were perfectly straight, but this is impractical.

The new long distance waveguide is also a hollow tube, but it is constructed of a thin copper wire, very tightly coiled—like a spring under pressure—and wrapped inside a flexible outer coating which holds the coiled wire in place. This type need not be straight and can actually carry signals around corners.

Experiments indicate that both the solid tube type waveguide and the new coiled wire or “helical” type of waveguide can be used together in communications systems, the first for short distances and the latter for long distances.

Recent experiments at Bell’s Holmdel, N. J., laboratory indicate that the new waveguide transmission is extremely promising and might, when fully developed, join coaxial cable and radio relay as an everyday transmission

medium for the Bell Telephone System. Engineers hope to use the new waveguide in a variety of ways; one of these might be with a heavy protective coating so that the hollow tubes are run underground.

Although this new form of transmission is still in the experimental stage, a recent long distance test was made at Holmdel in a copper pipe 500 feet long. Engineers bounced signals back and forth in the tube for distances of 40 miles. They calculated that in comparison, the same waves could have traveled only 12 miles in a coaxial cable with the same loss in strength.

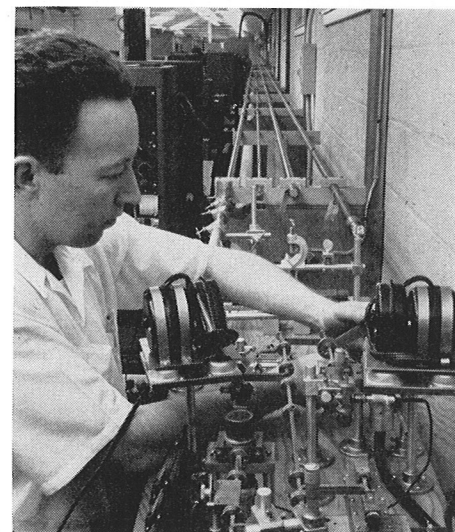
The new transmission system operates in a frequency range so high that it has never before been put to practical use for communications. As a matter of fact, this range is so high that engineers do not have a name for it yet, although the short waves used are known as millimeter waves. The “super high” frequency range established by the Federal Communications Commission goes up to 30,000 megacycles. The carrier frequency for the new waveguide is about 50,000 megacycles.

A major difference between transmission through the new waveguide and through previous systems is that the higher the frequency in the waveguide, the less the loss through attenuation (decrease in strength of waves with increase in distance from source). This is exactly the reverse of other forms of transmission.

Studies of waveguides have been in progress at the Bell Laboratories for nearly a quarter of a century. In 1932 a fundamental experiment demonstrated that electric waves could flow through a hollow tube for several hundred feet and this was the foundation for later development work in this field. A store of mathematical knowl-



These Bell Laboratories scientists are examining wood forms used in testing transmission around curves through the new, flexible waveguide. It channels radio waves any way it is bent and eventually may provide for simultaneous transmission of tens of thousands of cross-country telephone calls and hundreds of TV programs over the same electrical pathway.



A Bell Labs engineer tests transmission through long distance waveguides of various sizes at Holmdel, N. J. A two-inch diameter was found to be the best size for the flexible hollow tube.



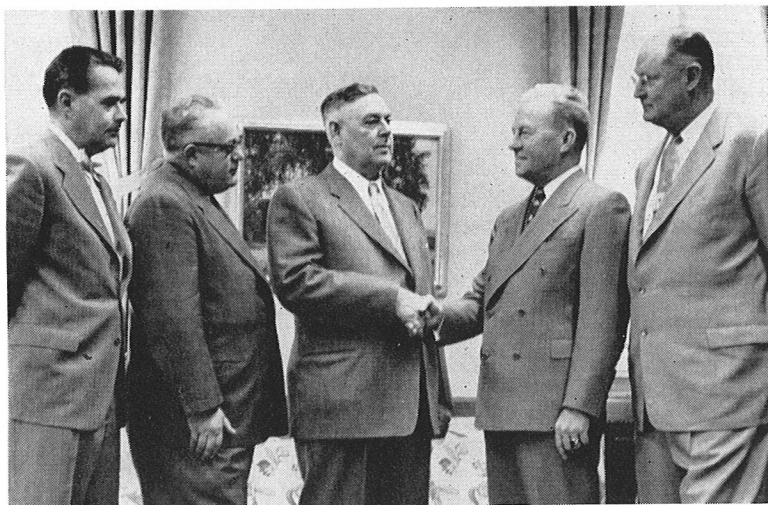
edge was built up and scientists studied many tubes in different shapes and of different materials.

This early knowledge was applied by Bell Laboratories in the development of radar during World War II when waveguides were used to funnel radar signals from an antenna to receiving equipment. Similar waveguides and others of a more advanced design are now in use in the Bell System to carry signals on microwave radio relay

towers. Some of these, as well as the new waveguide, are round.

Beyond the prospect of an improved transmission with the long distance waveguide is the possibility of learning how to use tiny wave lengths on the order of one millimeter, about a 25th of an inch. If this should become possible, the waveguide of the future may be no thicker than a fountain pen and still carry tens of thousands of telephone messages.

### 45-Year Emblem Is Presented to Charles Farnsworth



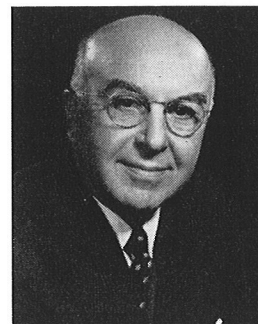
Charles Farnsworth, Clinton wire chief, is congratulated by President Harry S. Hanna on completing 45 years of service. Also on hand to add their congratulations were (l. to r.) George F. Sparks, M. D. Jaimet, and E. D. White.

### New Answer to Old Problem

A recent news story tells how Dr. James L. Corthouts of Hartford, Conn., found a way to beat the "children-on-the-telephone" problem. He ordered an extra phone and had it listed under "Corthouts' Children." The children pay for it out of their allowances. There are eight Corthouts youngsters.

## Merchandising Department Established

Three Bell System executives take new posts  
as A. T. & T. advisory group is organized



Bartlett T. Miller



Sanford B. Cousins

ESTABLISHMENT of a new Merchandising Department for the American Telephone and Telegraph Company, the appointment of a vice president to head it, and the election of a new vice president, in charge of public relations was made effective February 1.

Bartlett T. Miller has been appointed vice president in charge of merchandising, a newly-created post in the American Company's organization. Sanford B. Cousins, president of Northwestern Bell, has been elected vice president in charge of public relations, the office Mr. Miller has held since 1950.

A. F. Jacobson, assistant vice president in the Operations and Engineering Department of A. T. & T., was elected president of Northwestern Bell

Telephone Co. to succeed Mr. Cousins.

In announcing the formation of the new department, Cleo F. Craig, A. T. & T. president, said:

"We have an ever-improving service to sell. Our merchandising department's job will be to advise and assist the Bell companies in marketing all Bell System services so that the customers' desires and needs are anticipated and fully satisfied."

The new department's duties, Mr. Craig said, will include determining market potentials for existing and new services, coordinating the merchandising plans of the operating companies with other programs of engineering, construction, production and sales, and the conduct of market research and studies of marketing methods and techniques.





At the Indianapolis dinner for C. A. Johnston, he receives his Life Membership in the Pioneers from R. W. Morris, as C. F. Riensche, district construction supervisor, and Mrs. Johnston look on.

## Five Begin "Life of Riley"

FIVE TELEPHONE men and women have swapped their jobs for fishing tackle, books, TV-ing, travel and other similar "work" in the past few weeks.

Late in January, C. A. "Shorty" Johnston, cable splicer, retired at In-

dianapolis with 38 years of service which he began as a groundman in Plant at Indianapolis. Two of the 38 years were served at Indianapolis; the remainder at New Albany.

There was a farewell get-together



Lela Denny receives her retirement emblem from R. F. Gerig, as her sisters (l. to r.) Elsie Pace and Nora Gromer, and Vera Anderson, chief operator, look on.



Marion Traffic "did it up brown" for Oma Reed, as evidenced by the attractive table setting. Left to right are Marie Eisenhardt, Ruth Miller, chief operator; Oma Reed, Gladys Rogers, Madeline Harrison, and Alma McMillan.

in "Shorty's" honor January 21 at the White Front Restaurant, Indianapolis. A gift was presented by William Meek, splicing foreman. He received his retirement emblem from E. K. Goss, then general plant manager, and a Certificate of Life Membership in the Telephone Pioneers was presented by R. W. Morris, Pioneer president.

Lela G. Denny, senior central office clerk at Washington, retired January 30. She served all of her 36 years in Traffic at Washington.

Forty-five guests attended the retirement dinner given in her honor at the Washington Country Club, January 25. Mary Elizabeth Baker, Rosetta Cissell, Clara Hopkins, Hilda Sponn,



At the dinner honoring Bonnie Loser, Elwood chief operator (wearing corsage), on her retirement were her seven sisters and A. M. Taylor, who presented a billfold. Her sisters are (l. to r.) Faye Ponsler, Kathleen Hinds, Violet Cook, Clarice Wellington, Mollie Howard, Myrtle Thomas, and Pansy Klumpp.



Myrtle Stone and Virginia Schuette were in charge of arrangements. Robert Hoffman, district traffic manager, was master of ceremonies. Hilda Spohn presented a gift to Miss Denny from her friends. Her retirement emblem was presented by R. F. Grig, general traffic personnel supervisor, and she received her Life Membership in the Pioneers from Mr. Morris.

Chief Operator Bonnie Loser retired at Elwood, January 30, with a record of 35 years of service. Starting as a student with Central Union, Mrs. Loser remained at Elwood throughout her association with the Company. She became Chief Operator in 1945.

A party was given in her honor at the Elwood Country Club, February 3. Evelyn Montgomery presented a gift from Mrs. Loser's telephone friends, and she received a billfold and a Certificate of Life Membership in the Telephone Pioneers. A. M. Taylor, general traffic manager, was among the large group attending. Mrs. Alcyone Alley was mistress of ceremonies.

Operator Oma L. Reed's retirement is effective March 1, and will mark the conclusion of over 33 years of service in Traffic at Marion.

Mrs. Reed's "party day" was January 24, when many of her telephone friends convened in the Traffic lounge to wish her well. Madeline Harrison, Marie Eisenhardt and Jane Renn were in charge of the arrangements. Gifts were presented by Madeline Harrison.

Aletha M. Aikman, operator in Traffic at Elwood, retired February 15. She began her telephone career at Anderson in 1934, transferred to Alexandria in 1948, and to Elwood in 1954. Mrs. Aikman, who has been with the Company over 22 years, has been on disability

## Vail Medal Awarded

(Continued from page 9)

memorial to her husband, a pioneer of the telephone industry and a former president of A. T. & T. Purpose of the Vail Awards is to bestow special recognition and honor upon telephone men and women for outstanding acts of public service.

At the Vincennes ceremony honoring Miss Vachet, Lillian Fulk, chief operator, was toastmistress and Marie Miller, assistant chief operator, was chairman of the dinner program. The musical portion featured a quartet consisting of Ruth Morgan, Patty Zeabart, Jody Cooper, and Patty Miller, with Miriam Speelman accompanying.

The Bronze Award theme was carried out cleverly with bronze-colored chrysanthemums as table decorations and bronze-colored place cards designed by Billy Jo Stoghill.

**Wear it proudly**

**-it shows  
you  
helped**



**Answer the Call  
Join the Red Cross**



Helicopter plays out rope over a 2½-mile stretch of rugged country near Santa Ana, Calif. The route crossed steep canyons covered with 75-foot oak trees, brush and poison oak.

"OPERATION SKYHOOK," a telephone construction project which called for stringing wire by helicopter over 2½ miles of rugged back-country, took place last month in the foothills of the San Diego range near Santa Ana, Calif.

The Pacific Telephone and Telegraph Company was faced with the task of stringing wire across rough country to bring telephones to about 60 people who were waiting for service in Cook's Corners, Shady Oaks, O'Neil Park, and other places.

When they were figuring how to get the job done, Pacific's construction crews hit upon a novel idea: For the first time in telephone pole-line construction, a helicopter was used to do work otherwise handled by ground crews.

Supervising Construction Foreman Mark West needed only a quick look to see the difficulties of the project.

The route across steep canyons was covered with 75-foot oak trees, brush, and poison oak. He decided that this canyon-hopping project was tailor-made for a helicopter.

What would have taken ground crews a week or more to accomplish, was finished in an hour and a half by helicopter. One man piloted the machine while another placed quarter-inch manila rope between the pin positions on the cross-arms.

Ground crews then pulled the rope which was, in turn, attached to six coppered-steel wires.

Using a 2000-foot spool, the helicopter played out that much rope at a time. As many as ten spans were placed before it became necessary to take aboard another spool of rope. Some spans were as much as 600 feet. In all, rope was placed over the cross-arms of about 30 poles in "Operation Skyhook."





Donald Voorhees, conductor of The Telephone Hour.

# Monday Night

## Music Maker

**BACK** in his hometown of Allentown, Pa., a 13-year-old boy stepped into the orchestra pit at the Lyric Theater, tapped the music rack with his baton and started a career that was to make him one of the foremost conductors in the country.

The boy was Donald Voorhees. Today he is the well-known conductor

of The Telephone Hour—one of the greatest radio musical programs.

Since that eventful day at the Lyric Theater in 1916, there have been few lulls in Mr. Voorhees' musical career. Soon after he put away his Allentown High School diploma, an offer came from New York to conduct the orchestra for the opening of "Broadway Brevities of 1920," starring Eddie Cantor and Bert Williams. He quickly accepted the offer and, at 17, was

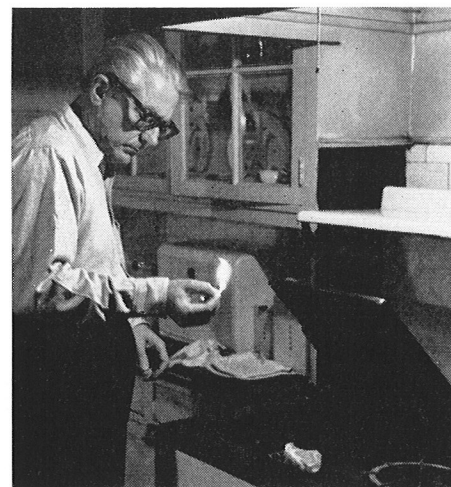
probably the youngest conductor ever to handle the music for a big Broadway production.

Other musical shows followed and, in the winter of 1928-29, Mr. Voorhees became a free-lance music director in commercial radio. He was lured back to the theater for several shows, but returned to radio when he helped launch The Telephone Hour in 1940.

Since that date he has devoted his time and musical experience to this program. His knowledge of music and his friendliness have won him the admiration of both the musicians who



His fondness for horses makes Mr. Voorhees a frequent visitor to racing stables and tracks. Here he admires a champion at the Belmont stables of his friend Bobby Robertson, well known trainer.



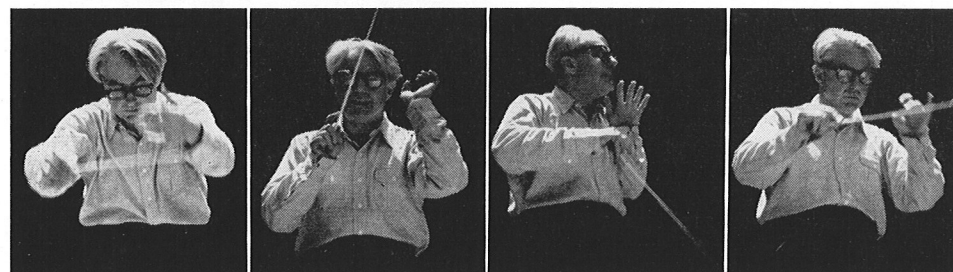
Although Mr. Voorhees usually eats in restaurants, he prepares to broil a lamb chop in the kitchen of his New York apartment. He restricts himself to two meals daily.

work for him and the world-famed artists his orchestra accompanies.

His thoroughness and demand for perfection reflects in his hobbies as well as his music. Mr. Voorhees' fondness for dogs, for example, earned him the reputation as an expert on Scotch Terriers, and at one time he owned one of the finest kennels for Scotties in the country. While this hobby is now confined to one family pet, he is still called upon to judge at dog shows. His love for horses is also well known and he is a familiar figure at the tracks and racing stables in the New York area.



Mr. Voorhees and his wife (background) usually have Sunday night dinner at Luchow's, famous old New York restaurant. Frequent companions at this meal are Fred Allen and his wife, Portland Hoffa.







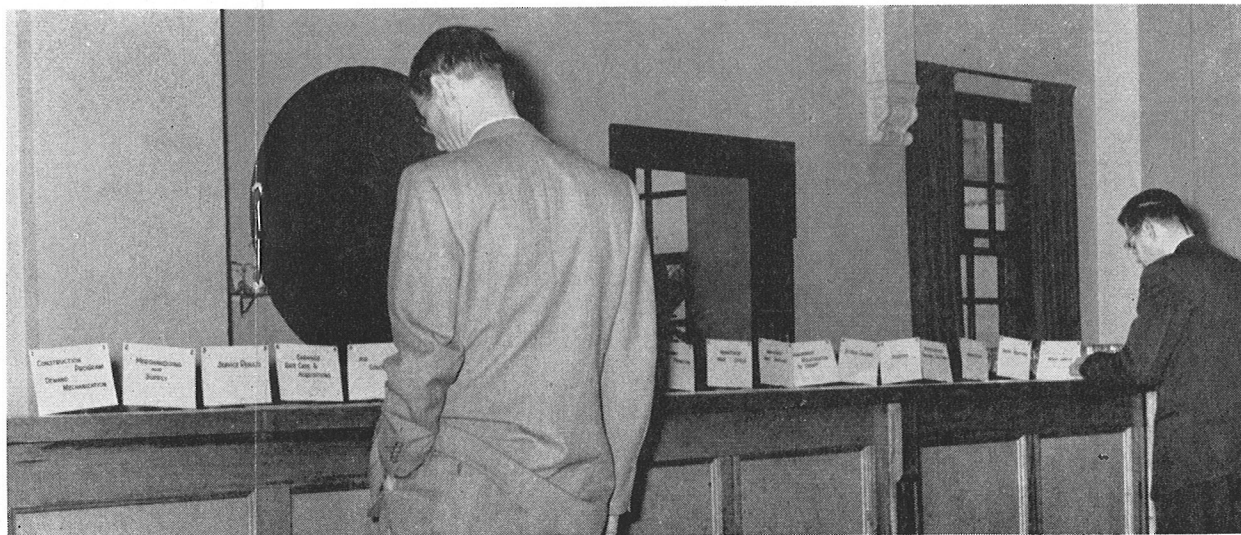
Answering a question at one of the Indianapolis meetings is A. M. Taylor, general traffic manager. Other panel members are (l. to r.) F. F. Marston, general commercial manager; Roy C. Echols, vice president and general manager; E. K. Goss, then general plant manager; and C. A. Pfeleiderer, chief engineer.



The objective of these sessions was to improve understanding between department heads and management people reporting to them all along the line. The telephone management job was reviewed in terms of current,

Dropping her questions in the box at the doorway of the Columbia Club meeting room is Joe Ann Ruddell, technical assistant in Directory Advertising.

In order to cover all questions turned in at each meeting, it was necessary to sort them and consolidate similar ones under categories indicated by cards lined up at the right. Looking over some of the questions is a meeting committee member, C. J. Pickard, district plant manager (toll), while George F. Sparks, meeting moderator, sorts a few more.



## Many Questions Answered During Two-Way Sessions

Current problems of the business are reviewed by panel members at question-and-answer meetings like the one pictured here



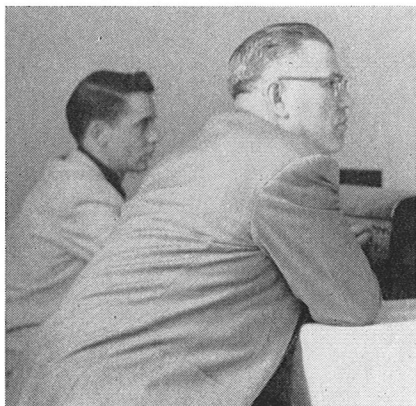
Assisting George F. Sparks, moderator at one of the Indianapolis meetings (left), were C. R. Plummer (center) and R. C. Shaw of General Engineering.

**M**EMBERS of Indiana Bell's management team recently have increased their knowledge and improved their understanding of our Company's operations in a series of 10, all-day, panel question-and-answer meetings conducted in each district throughout the state.

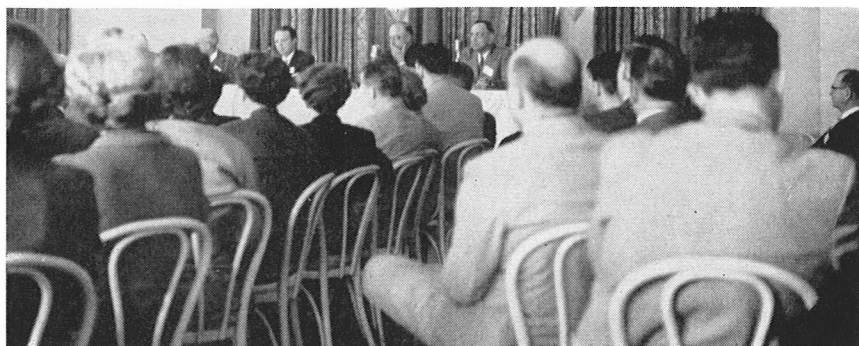




Among those showing deep interest in the questions and answers were R. P. Gilmore and Blanche Harper of the Commercial Department at Indianapolis.



Busy at the public address system control panel during the meeting were John Trout (left) and John Hannefey, plant manager, Indianapolis South District.



A unique seating arrangement radiating from the front of the room like the spokes of a wheel made it easier for everyone to both look and listen as panel members answered the questions.

meetings of this general order. They may not take exactly the same form, but some way will be found to give you information on important issues of the day."

The recent meetings were organized of a prepared-question and unrehearsed-answer basis to permit covering as many subjects as possible during a limited amount of time. Each of the 120 to 150 men and women participating in each session received a written invitation requesting them to prepare their questions about the business on unsigned cards to be dropped into a box at the doorway of the meeting room.

They were informed, also, that additional questions could be submitted, in the same manner, during meeting break periods or others could be asked to clarify answers which might have been incomplete.

Just before each morning and after-

noon session the question cards were sorted and classified under several general headings in order to cover all questions submitted which totalled from 150 to 225 at each meeting.

George F. Sparks, then assistant vice president, acted as moderator of the meetings and presented the questions orally to the panel, which consisted of Mr. Echols, C. A. Pfeiderer, chief engineer; F. F. Marston, general commercial manager; A. M. Taylor, general traffic manager; and E. K. Goss, then general plant manager.

Each panel member answered the questions pertaining to his department and other members joined in answering questions involving more than one department. Questions receiving incomplete answers or comments are now being followed up by E. K. Goss, who was appointed assistant vice president when Mr. Sparks was named general plant manager on February 1.

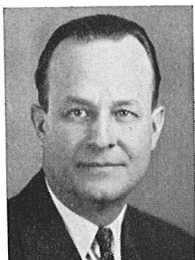


During the luncheon for those attending each meeting, many of the morning's questions and answers were discussed, and more questions were raised and answered in the afternoon.



# Moving Along

..... WITH THE BUSINESS



**Fred P. Baker**  
Ass't. to Comptroller  
Indianapolis



**Joseph J. Urban**  
Auditor of Receipts  
Indianapolis



**Lela Ayers**  
Directory Compilation  
Supervisor, Indpls.

In addition to those pictured, other recent changes in management assignments are reported as follows:

## Accounting Department

B. J. Marcel, field examiner in the Assistant Comptroller's Division, to examining accountant, reporting to P. A. Schaffner, disbursement methods accountant, February 1.

Florence Netherland, compilation clerk, appointed division staff secretary reporting to F. P. Baker, assistant to the Comptroller, February 1.

## Commercial Department

Helen McChord, business office supervisor, to administrative assistant, January 17.



**Ruth Dooley**  
Service Observer  
Muncie and Anderson



**Wanda Sindors**  
Instructor  
Muncie Dist. Com'l.



**G. W. Cresson**  
Div. Coml. Supervisor  
Outstate Division



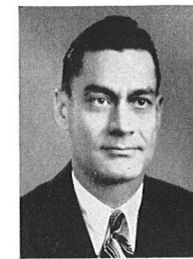
**Carl C. Bose**  
General Staff  
Coordinator, Indpls.



**C. C. Capel**  
Div. Plant Manager  
Indianapolis



**Frank C. Kennedy**  
Genl. Plant Supervisor  
Indianapolis



**J. W. Quinlan**  
Plant Ext. Engineer  
Indianapolis

Mary Lemieux, service engineering representative, to technical assistant in the Commercial Personnel group, January 24.

## Plant Department

Harley Sexton, wire chief at Alexandria, to toll wire chief, Anderson, January 16.

## Traffic Department

The following changes were effective February 1.

S. E. Holmes, division PBX supervisor, was appointed traffic engineer and transferred to the Traffic Engineering Section, where he works with J. O. Turner and is responsible for the engineering of PBX systems.

J. T. McQuaide, traffic supervisor, was transferred to the General Office. Mr. McQuaide supervises all Indianapolis PBX administrative activities and serves

in an advisory capacity to the Outstate PBX personnel. He reports to C. N. Smith, general traffic supervisor.

Bob K. Williams, lunch room manager, also transferred to the General Office, now has the responsibility for the company operated lunch rooms in the Traffic Department, and has reporting to him all lunch room supervisors. He reports to R. F. Gerig, general traffic personnel supervisor.

## Accounting Department

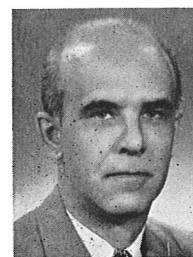
### Disbursements

Connie Beidelman, Computing Clerk, to Payroll Clerk.

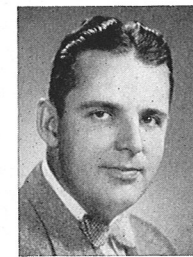
Shirley Potorff, Mail Clerk, to Tabulating Clerk.

### Revenue

Frances Adkins, Checking Clerk, to Billing Machine Operator.



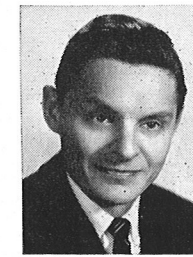
**Charles H. White**  
Plant Practices  
Supervisor, Indpls.



**Robert E. Wilson**  
O. and E. Plant Div.  
A. T. & T., New York



**Claude Zollinger**  
Genl. Plant Engineer  
Indianapolis



**W. G. Stainbrook**  
Public Relations  
Assistant, Indpls.





**Renetta Maropke**  
Chief Operator  
Michigan City



**Ella Pickford**  
Assistant Chief Opr.  
Michigan City



**Gerald K. Staley**  
Traffic Staff Engr.  
Indianapolis



**Marie Zerber**  
Evening Chief Opr.  
Michigan City

Joan Alexander, Settlement Recording Clerk, to Computing Clerk.  
Novella Carr, Recording Clerk, to Computing Clerk.  
Evelyn Joan Cullivan, Toll Billing Typist, to Settlement Clerk.  
Paula L. Fulcher, Rating Clerk, to Final Accounts Clerk.  
Barbara Goodman, Checking Clerk, to Recording Clerk.  
Ellen Masterson, Checking Clerk, to Billing Machine Operator.

#### *Commercial Department*

##### **Indianapolis**

Dorothy Clark, Alpha Directory Clerk, to Classified Directory Clerk.  
Betty Davidson, General Clerk, to Utility Clerk.  
Gladys Gaddie, General Clerk, to Service Representative.  
Janet Hanlon, Alpha Directory Clerk, to Classified Directory Clerk.  
Suzanne Pirtle, Teller, to Service Representative.  
Phyllis Spry, Messenger, to Teller.

##### **Outstate**

Karole Coughenour, Service Order Typist, to Service Representative, South Bend.  
Esther Dubala, Teller, to Service Order Typist, South Bend.  
Elgenia Hawk, Teller, to Service Representative, South Bend.  
Janet Ruth Pence, Teller, to Service Representative, South Bend.  
Alice Searfoss, Messenger, to Teller, South Bend.  
Lanora Lamar, Operator, to Service Assistant, Tell City.

Esther Likens, Operator, to Junior Clerk, Anderson.  
Betty Sudduth, Operator, to Service Assistant, Anderson.  
Hazel Walters, Junior Clerk, to Senior Clerk, Anderson.

#### *Plant Department*

##### **Indianapolis**

Sandra Gilliland, Routine Clerk, to Plant Clerk.  
Della Lee, Operator, to Repair Clerk.  
Carol Sumner, Operator, to Repair Clerk.

##### **Outstate**

Claude S. King, Installer-Repairman, to Exchange Repairman, Marion.  
Oliver R. Smith, Installer-Repairman, to Exchange Repairman, South Bend.  
L. E. Weiss, Installer-Repairman, to Exchange Repairman, South Bend.  
Gene Winters, Splicer's Helper, to Lineman, Kokomo.

#### *Traffic Department*

##### **Outstate**

Dorothy Johnson, Central Office Clerk, to Senior Central Office Clerk, Bloomington.  
Catherine Wykoff, Operator, to Service Assistant, Bedford.

Here's some big news! The Atomic Energy Commission has finally released for public use the patent on making Thermoplastic halocarbon polymers comprising copolymerizing tetrafluoroethylene and trifluoromonoethoxyethylene peroxide as a polymerization promoter. Same is true for polytrifluoroethoxyethylene.



Mrs. Delbrook with one of the pages of neatly mounted stamps in her collection.

## This Collector Has Stuck With The Same Hobby About 20 Years

Ever hear of a four-cent, air mail stamp?

Vivian Delbrook of General Commercial at Indianapolis has been collecting stamps for nearly 20 years and has over 2,000 of the various issues, including the four-cent air mail stamps which were designed for post cards.

"No living American ever has been pictured on a United States postage stamp," Vivian points out. "This is not true in foreign countries where they usually issue more frequently a wide variety of stamps commemorating flowers, birds, people, events, boats, and even the time of day."

This is the reason why Mrs. Delbrook has restricted her collection to the relatively smaller number of United States issues. She has a complete set of the regular current issue in all denominations ranging from one cent to five dollars. In the series of famous

people, Alexander Graham Bell's likeness appears on the ten-cent stamp.

Her interest in collecting postage and other kinds of stamps dates back to her first visit to a national park. The stamps issued to commemorate the ten national parks are safely tucked away in her stamp album and she hopes some day to complete her visits to the scenic places they represent.

Vivian does not buy stamps on the open market or trade with others of philatelic groups, but she does correspond with a girl missionary in Haiti and a girl on a farm in Alaska.

Besides the United States postage stamps, she is proud of her collection of tuberculosis seals which is nearly complete, including the first one used in 1907. She also has a complete collection of the Easter seals sold for the benefit of crippled children and all of those issued by Boys Town.

Mrs. Delbrook will tell you that she is not a philatelist with the idea



of collecting all the stamps possible, but concentrates on Uncle Sam's stamps only. It takes a lot of time to keep up with the many issues by foreign nations that also include many in honor of their leaders. For example, when Great Britain issues a new stamp in honor of her king or queen, so will all of her colonies. And when it comes to commemorating just about anything, West Berlin will issue a new stamp honoring the motorship "Berlin" in March.

The United States Post Office issues a popular catalog which lists all issues released through June 30, 1953. It is expected that the next edition to be

published in March will bring this information right up to date. This volume and newspaper accounts of new issues are all that Vivian needs to keep posted on the latest releases.

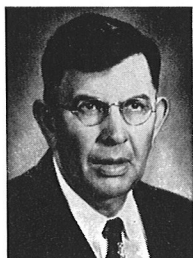
"To me it is a very fascinating hobby," she declares, "for behind each stamp is a story—a description of how and why the person or event is so honored. Often these accounts are more interesting and even more colorful than the stamps."

Things that begin at 40: Life, lumbago, bifocals, stomach disorders, and an inclination to tell the same old stories over and over.

## In Memoriam

### Leonard V. Morgan

Leonard V. Morgan, formerly a line foreman at Indianapolis, died February 4.



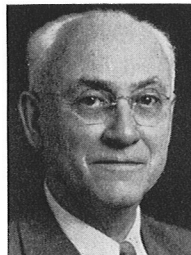
A life member of the Telephone Pioneers of America, he first worked for the old Central Union Telephone Company in Indianapolis as a groundman. Indiana Bell took over operation of the Central Union Company in 1920. Mr. Morgan became a line foreman in 1947, and held this position until his retirement in July, 1954.

Services were held February 7. Mr. Morgan was buried in Washington Park Cemetery. Pallbearers included Kenneth Hedge, James Easterly, George Thompson, Richard Bowers and John Heneghan of Indiana Bell.

Mr. Morgan is survived by his widow, Mrs. Laura V. Morgan, and a son, three stepsons, four daughters, a stepdaughter, three brothers and two sisters. Mr. Morgan had 25 grandchildren and 12 great-grandchildren.

### F. E. Williams

F. E. Williams, former plant chief at Crawfordsville, died January 20 at his home in Lafayette.



Mr. Williams had retired in March, 1948. He was a life member of the Telephone Pioneers.

Starting at age 16 as a groundman at South Bend for the former Central Union Telephone Company, Mr. Williams went to Lafayette as a repairman in 1901. He subsequently served in that capacity at Danville, Mt. Vernon and DeSoto, Illinois, and at Muncie. Appointed wire chief at Peru in 1907, Mr. Williams remained there until transferred to Muncie as wire chief in 1918. He became toll wire chief at Lafayette in 1929, then plant chief at Crawfordsville in 1945.

Services were conducted January 22 at Rogers and Meyers Funeral Home in Lafayette where burial also took place in Pleasant View Cemetery. Mr. Williams is survived by his wife, Carolyn, sons Owen and Paul, and daughter Helen.

## From Training To Recruiting All in a Few Easy Lessons



Norma Trisler uses school's recently installed "507" as part of Commercial Practices training.

THIS is perhaps the first time that the installation of one of the new "507" cordless switchboards has ever resulted in such far-reaching benefits.

Following the instruction of 22 Commercial Practices high school students in its operation, three of them became so enthused about telephone work that they are now on our payroll.

In addition, PBX instruction has

been made a regular part of Commercial Practices training by Jessie Kirk, instructor in this subject at Ben Davis High School. Mrs. Kirk believes that, "Of all occupational groups, business machine and telephone operators have advanced the most rapidly. This means a wide business field for the young girls of today."

Installation of the PBX to serve the school at Ben Davis, near Indianapolis, naturally raised the question, Who is going to operate it, and how can it be done?

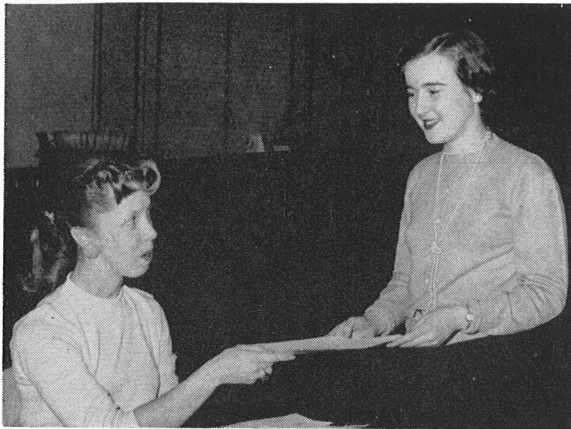
In connection with the "who" part of the question, Mrs. Kirk had an interesting thought, Wouldn't it be fine if all of her students could learn the whys and wherefores of this remarkable "507" as a means of helping them to obtain employment later?

Mrs. Kirk contacted "how" expert Marguerite Curry, PBX service advisor at Indianapolis, and explained her idea. It was August, before school time; but, if Mrs. Curry had no objection to instructing a large group, Mrs. Kirk was certain that her Commercial Practices students-to-be would

With the ink on her diploma still wet (almost), Charlene Strode has joined forces with the repair group at the South District Test Center.







Sylvia Scanlon, January Ben Davis graduate, talks over some work with Carolyn C. Ryer, district staff secretary, in directory production.

jump at the chance to learn. She was right, Mrs. Curry was happy to oblige.

Twenty-two girls wanted the instruction, so Mrs. Curry arranged to have them visit our Indianapolis head-

quarters buildings in three groups for a full day's "filling in" on fundamentals. This was in August, when young girls' fancies do not necessarily turn to school. The girls subsequently

Instruction by Marguerite Curry last August, left, helped graduate Joan Ritter, center, decide to "go telephone." She now works with Helen Jaynes, right, in the service order typists section.



More telephone wise than most high school students is this Commercial Practices group who were the first at Ben Davis to have PBX instruction included in this course.

met with Mrs. Curry and Mrs. Kirk in the school building for additional instruction in the operation of their own "507" PBX.

This was so successful that PBX training is a regular part of Commercial Practices and each new class will receive the same instruction by Mrs. Curry that she gave the first group, including training at school where students participate on a rotation basis in the handling of incoming and outgoing calls. Reference material is pro-

vided in a booklet, "How to Operate the 507 Cordless Switchboard," designed and prepared by the PBX Service Group in Indianapolis.

The girls in the first group now with Indiana Bell are Charlene Strode, Joan Ritter and Sylvia Scanlon. Several others of the class also have indicated their intention to obtain positions as PBX attendants and the remainder are likely to find that their telephone training is a valuable business and social asset.

### How to Be a Statesman

"If I tried to read, much less answer, all the criticisms made of me and all the attacks leveled against me, this office would have to be closed for all other business. I do the best I know how, the very best I can. I mean to keep on doing this, down to the very end. If the end brings me out all wrong, then ten angels swearing I had been right would make no difference. If the end brings me out all right, then what is said against me now will not amount to anything."—*Abraham Lincoln*.



# SERVICE *Anniversaries*



**Charles Farnsworth**  
45 Years  
Clinton Plant



**Henrietta Nix**  
40 Years  
Huntington Traffic



**C. W. Lowe**  
40 Years  
Indianapolis Plant

## 30 Years

Esther Allen ..... Traffic, Indianapolis  
Frances Conn ..... Traffic, New Castle

## 25 Years

W. M. West ..... Plant, Muncie

## 20 Years

R. H. Ahern ..... Accounting, Indianapolis  
F. S. Crowder ..... Conn. Co. Rels. Indianapolis  
Joseph Flajs ..... Plant, Indianapolis

## 15 Years

John Cox ..... Plant, Indianapolis  
Virginia Foster ..... Traffic, Bedford

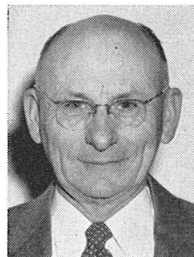
Carolyn Kitchen ..... Traffic, Indianapolis  
Magdalene McCalley ..... Traffic, Indianapolis  
Ethel Schubert ..... Traffic, Evansville  
Donnajeanne Wahman ..... Traffic, Bluffton  
Juanita Wright ..... Traffic, Huntington  
Vernon C. Zoeller ..... Plant, Evansville

## 10 Years

Robert E. Atkinson ..... Commercial, Indianapolis  
Elzora M. Berry ..... Traffic, Sellersburg  
Robert K. Blue ..... Plant, Indianapolis  
Gloria J. Densborn ..... Plant, Kokomo  
William L. Hannon ..... Plant, Indianapolis  
Joyce McCall ..... Commercial, Elwood  
Marjorie Spath ..... Traffic, Huntington  
Raymond V. Wissel Jr. ..... Plant, Vincennes



**Julia Brennan**  
35 Years  
Indianapolis Traffic



**J. I. Hilgert**  
35 Years  
Indianapolis Plant



**Wanda Stalder**  
35 Years  
Bluffton Traffic



**Garrett Hale**  
35 Years  
Evansville Plant



**Mildred Grange**  
30 Years  
Evansville Traffic



**E. W. Friar**  
25 Years  
Indpls. Commercial



**Della Jenkins**  
30 Years  
Indianapolis Traffic

## 5 Years

Patricia Bauer ..... Traffic, Lafayette  
Lucille Behme ..... Plant, Evansville  
Wilma J. Collins ..... Accounting, Indianapolis  
Joan Dickey ..... Accounting, Indianapolis  
Irene Frank ..... Traffic, Rockport  
Robert G. Frank ..... Plant, Evansville  
James E. Gardner ..... Plant, Indianapolis  
Joe Hollingsworth ..... Plant, Indianapolis  
Ruby Hooven ..... Traffic, Peru  
Carol Ketcham ..... Accounting, Indianapolis  
Kathleen McKinzie ..... Commercial, Indianapolis  
William J. McNerney ..... Plant, South Bend  
Eleanor Jean Murphey ..... Traffic, South Bend  
Norman C. Oeth ..... Plant, Evansville  
Lillian Patten ..... Traffic, Indianapolis  
James C. Pearson ..... Plant, Tell City  
Geneva Smith ..... Plant, Indianapolis  
Ethel Jane Stack ..... Commercial, Vincennes  
Mildred Taylor ..... Traffic, Evansville  
Dale W. Wehmeier ..... Plant, Indianapolis

## 2 Years

William Ross Andrew ..... Plant, French Lick  
Flo Applegate ..... Traffic, Noblesville  
Loretta L. Baker ..... Plant, Indianapolis  
Marilyn Sue Baldrige ..... Com'l., Bloomington

Ferol L. Barnes ..... Plant, Elwood  
Vivian J. Bays ..... Traffic, Noblesville  
Grace Beals ..... Traffic, Noblesville  
Joan Ruth Berry ..... Commercial, Indianapolis  
Harriett E. Borchers ..... Traffic, Indianapolis  
Elwood Borders ..... Plant, Noblesville  
Marlene J. Botkin ..... Accounting, Indianapolis  
Dorothy Boxley ..... Traffic, Noblesville  
Norma J. Bradford ..... Plant, Marion  
Elvin L. Breland ..... Plant, Indianapolis  
Nancy B. Brown ..... Accounting, Indianapolis  
Jessie C. Burt ..... Plant, Indianapolis  
Norma Jean Carey ..... Traffic, Noblesville  
Vera Louise Caylor ..... Traffic, Noblesville  
Philip R. Cesnik ..... Plant, Indianapolis  
William G. Clarke Jr. ..... Plant, Indianapolis  
Frances M. Cline ..... Plant, Alexandria  
Elizabeth Cloyd ..... Traffic, Indianapolis  
Benedict E. Cobb ..... Plant, Indianapolis  
Mary Both Cole ..... Traffic, South Bend  
Betty Dalton ..... Traffic, Tell City  
Ruby Danner ..... Traffic, Indianapolis  
Mary Frances Davis ..... Traffic, Noblesville  
Vivian J. Davis ..... Traffic, Noblesville  
Frances J. Dennis ..... Commercial, Muncie  
Dorothy Detroy ..... Traffic, Evansville  
Ivadelle Dill ..... Traffic, Noblesville



**Vella Carson**  
25 Years  
New Castle Traffic



**C. T. Green**  
30 Years  
Connecting Co. Rels.

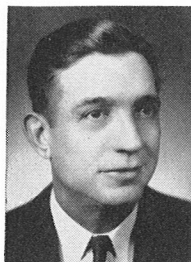


**Vera Frances High**  
25 Years  
Indianapolis Traffic



**E. E. Robinson**  
25 Years  
Connecting Co. Rels.





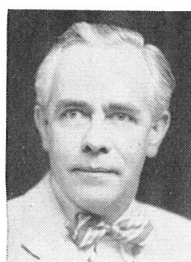
**R. E. Benkert**  
25 Years  
South Bend Plant



**Gilbert Erickson**  
25 Years  
Evansville Plant



**Verna Merideth**  
25 Years  
Martinsville Traffic



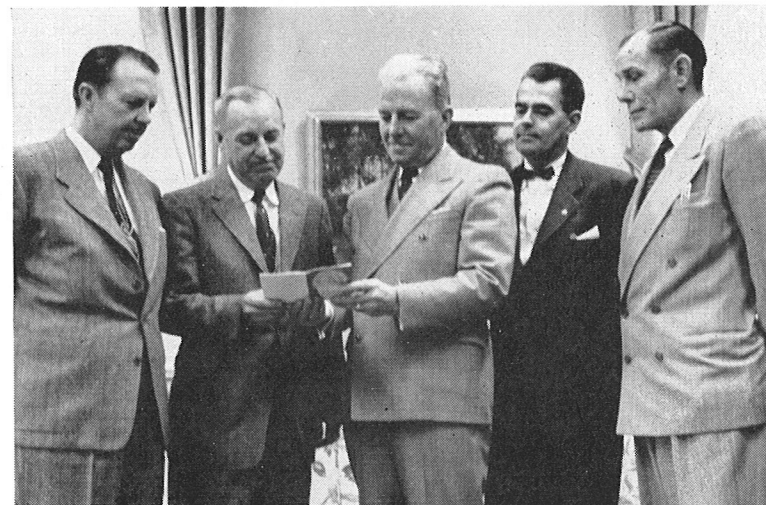
**G. H. Cantwell**  
25 Years  
Indianapolis Plant

Roland D. Dyer ..... Commercial, Indianapolis  
Hazel B. Elge ..... Traffic, Indianapolis  
Carl Ellingwood ..... Plant, Noblesville  
Richard Embry ..... Plant, Marion  
Joan E. Eveld ..... Traffic, South Bend  
DeMaris V. Faucett ..... Traffic, Bloomington  
Mary E. Fell ..... Traffic, Indianapolis  
John H. Ford ..... Commercial, Indianapolis  
Opal Fritsche ..... Traffic, Noblesville  
Sharon Ann Goebel ..... Commercial, Indianapolis  
James C. Graham ..... Plant, Indianapolis  
Lola May Gray ..... Traffic, Indianapolis  
Charles R. Greer ..... Plant, Indianapolis  
Barbara Hall ..... Engineering, Indianapolis  
Maud Norma Handy ..... Traffic, Fowler  
Harvey M. Harrison ..... Plant, Indianapolis  
Leonard J. Hass ..... Plant, Evansville  
Ernest Heberling ..... Plant, Michigan City  
Henry D. Helfrich ..... Plant, Evansville  
Barbara Henderson ..... Traffic, Evansville  
Dorothy E. Hiatt ..... Traffic, Noblesville  
Robert W. Hinkle ..... Commercial, Indianapolis  
Faye M. Hobbs ..... Accounting, Indianapolis  
Bernice Hoover ..... Traffic, Noblesville  
Jennie A. Hostetter ..... Traffic, Indianapolis  
Bradley B. Howard ..... Plant, Muncie  
Mary H. Howard ..... Traffic, Noblesville  
Barbara A. Hughes ..... Traffic, Indianapolis  
Beulah Jarvis ..... Traffic, Indianapolis  
Edson L. Kiewit ..... Commercial, Indianapolis  
Robert L. King ..... Plant, Indianapolis  
Jackie C. Kirkwood ..... Plant, Evansville  
Bruce V. Kistler ..... Plant, Peru  
Gayle Macy ..... Traffic, Noblesville  
Everett G. Martin ..... Plant, Indianapolis  
Jack E. Mathena ..... Plant, Noblesville  
Kenneth R. May ..... Plant, Bloomington  
Mary J. McCaslin ..... Traffic, New Castle  
Mary B. Merwin ..... Traffic, Cannelton  
Amel W. Mongold ..... Traffic, Noblesville

Herbert M. Moore ..... Plant, Evansville  
Marjorie Myers ..... Traffic, Bedford  
Barbara Perry ..... Traffic, Indianapolis  
Robert L. Pickrell ..... Accounting, Indianapolis  
Edward E. Pukrop ..... Plant, South Bend  
Marilyn Ann Rasure ..... Traffic, Evansville  
Janice A. Rauh ..... Plant, Indianapolis  
Jeanne L. Replogle ..... Traffic, South Bend  
Marilyn Roudebush ..... Traffic, Noblesville  
Joan Sandlin ..... Traffic, Indianapolis  
Dolores Sears ..... Traffic, Linton  
Russell Sell ..... Plant, Noblesville  
Kenneth Servies ..... Plant, Noblesville  
Donald J. Schultz ..... Plant, Michigan City  
Patricia Shearman ..... Traffic, South Bend  
Patrick J. Sheehan Jr. .... Plant, Indianapolis  
Ruth Ellen Shepperd ..... Traffic, Marion  
Thomas R. Shinn ..... Plant, Indianapolis  
Earl M. Shubert ..... Commercial, South Bend  
Mary C. Siderits ..... Traffic, South Bend  
Glenna Sindors ..... Commercial, Noblesville  
Dale E. Sizemore ..... Plant, Indianapolis  
Donald F. Smith ..... Plant, Indianapolis  
Vivian Smith ..... Plant, Evansville  
Rosemary Stickler ..... Commercial, Muncie  
Robert M. Stone ..... Plant, Columbus  
Joan D. Stricklen ..... Traffic, Noblesville  
Marlene A. Teague ..... Commercial, Evansville  
Marlene Ann Thomas ..... Traffic, Indianapolis  
Arthur H. Trefry Jr. .... Commercial, Indianapolis  
Hazel L. Vaughan ..... Traffic, Noblesville  
Sarah Jane Waitt ..... Conn. Co. Rels. Indianapolis  
Lillian Wargel ..... Traffic, Evansville  
Mary A. Waterman ..... Traffic, Noblesville  
Sandra Webb ..... Traffic, Boonville  
Eleanor Wigley ..... Plant, Indianapolis  
Marguerite Winders ..... Traffic, Noblesville  
Fern Wishmire ..... Traffic, Indianapolis  
Viola Woodruff ..... Traffic, Noblesville  
Frances T. Young ..... Commercial, Indianapolis

January 28 marked the 77th anniversary of the opening of the world's first commercial telephone exchange, which started in New Haven, Conn., on January 28, 1878. The business started out with 21 customers, four employees, a homemade switchboard and five miles of iron wire strung on trees and rooftops.

## C. W. Lowe Receives Emblem for 40 Years of Service



When C. W. Lowe, Indianapolis motor vehicle supervisor, received his 40-year service emblem from Harry S. Hanna, president, those who joined in looking over a congratulatory card signed by some of his many friends were (l. to r.) Roy C. Echols, George F. Sparks, and C. E. Mason.

## "Calling All Cars . . . Oops! . . . Lift Trucks"

Lift trucks, those handy workhorses that bustle about Western Electric factories moving telephone material here and there, are now operating at Western's Indianapolis Works with two-way radios installed and maintained by Indiana Bell.

The results at Indianapolis have been highly satisfactory. People being served by these radio-equipped trucks are often amazed by the fast response their calls for service bring.

Each truck now has greater mobility; it gets where it is needed in a hurry. (This is no easy trick—the floor these trucks operate on is big enough to hold more than 20 football fields.) When it finishes an assignment, the truck need not travel back to the dispatcher's desk to find out where it is next needed. The driver merely reports by radio to the dispatcher who gives him his next orders.

Nor are these the only benefits reaped from this new system. Now, fewer trucks need be purchased. Since they are costly—priced at about \$5,000—a considerable saving results. And the saving trickles right down the line. Fewer trucks mean less maintenance costs; drivers can be freed to do other work.

At one time during the first day the radios were in operation, the trucks were all out on the factory floor busily moving equipment. Word came to the dispatcher that six trucks were wanted at a certain point as soon as possible. The dispatcher notified them and when they arrived where needed almost as soon as the phone was hung up, observers could hardly believe their eyes. Normally, it could have taken the trucks up to an hour to assemble in one place.



With an interested audience of local business and civic leaders, Robert Bennett, Newtonville school principal, makes the first local call from the new Chrisney dial office to Mrs. Harold Clark, president of the Parent-Teacher Ass'n.

## Dial Service "Sneak Preview"

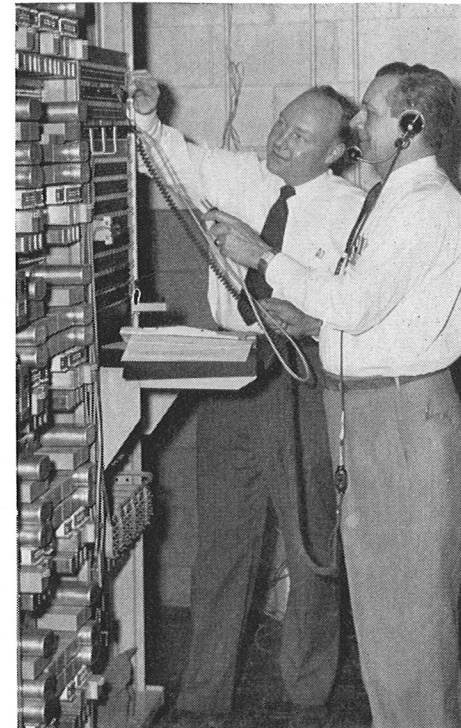


Vernon Zoeller, Evansville switchman, makes sure everything is ready for the cutover at the Chrisney office.

Southern Indiana civic leaders establish impressive list of "firsts" to inaugurate new dial service at Dale, Chrisney and other nearby towns



Carrye Tabelman makes the first long distance call to Thomas E. Chrisney, her uncle in Indianapolis, and son of the town's founder.



Making the final test on a long distance circuit at Dale are Leon Bland, Evansville switchman (left), and Gael Bassett, wire chief at Rockport.

Dale Town Board president, E. T. Winkler (above), makes the first long distance call to his sister, Florence Spillman, at Kalispell, Mont.



As local civic and business leaders look on, Ralph Kifer, principal of Dale High School, makes the first local call to his residence.





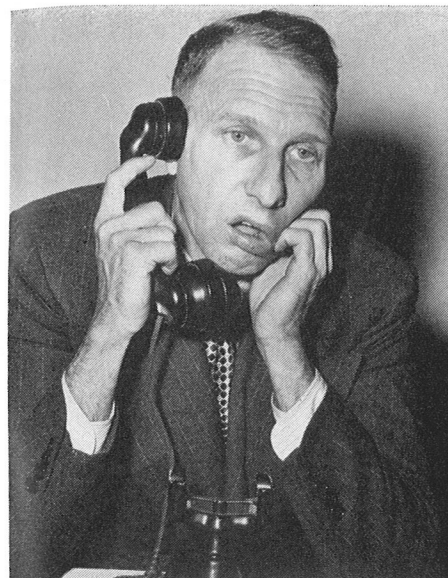
## Starring the Two-Piece Space-Saver Telephone Set

Though speaking only to a lifeless telephone set, he puts his heart and soul into an eloquent explanation of his tardiness to his doubting friend wife.

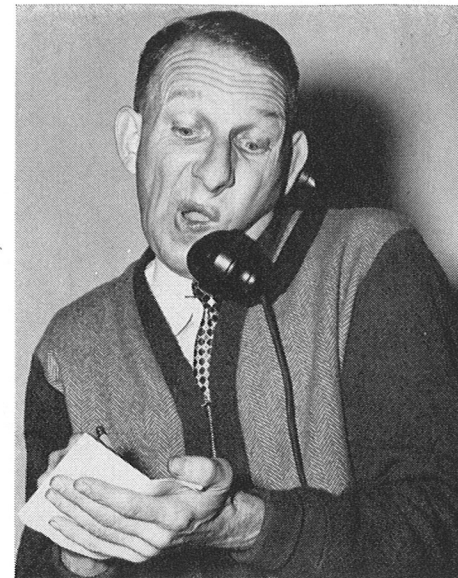
*In situations like these and many others, the type of telephone is far less important than its dependability in providing satisfactory service. Let's not forget to recommend the two-piece, space-saver set wherever we can show customers that it is the best type for certain locations, because of its smaller size and lighter weight.*



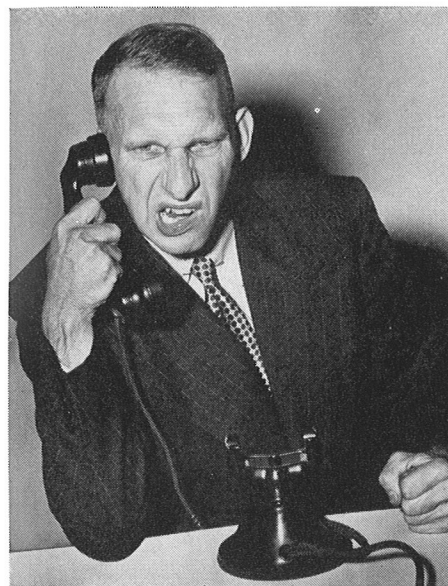
At times the telephone becomes a one-way conversation piece drenching the listener in a flood of conversation as it gets heavier—and heavier—and heavier.



A fellow begins to look about as silly as he feels when he knows the person he's calling is home, but is disregarding the bell and being slow to answer.



An individual's very existence may appear to hang by a thread of conversation coming over two tiny wires when actually he's listing items to pick up at the grocery store.



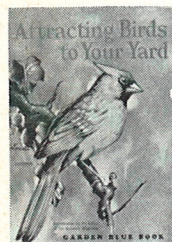
Sometimes a weak, defenseless telephone has to take a terrific tongue lashing from someone who wouldn't dare talk that way to a person, face to face.



When a caller fails to be courteous, a sweet-tempered telephone may bring the wheels of progress to an abrupt halt with but one sharp, ear-splitting good-bye!



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## Shear Nonsense

*Clipped from Here, There  
and Everywhere*

A diplomat is a man who can make his wife believe she looks fat in a mink coat.

"How is ol' Joe doing at the hospital?"

"Well, he won't be out as soon as we figured."

"Have you seen his doctor?"

"Nope, I saw his nurse."

A Nuclear Physicist stepped up to the prescription counter and asked for some prepared acetylsalicylic acid.

"You mean aspirin?" said the drug-gist.

"That's right," the physicist smiled apologetically. "I can never think of the name."

Glasses may have an amazing effect on a person's vision—especially when they've been filled and emptied many times.

Foreman: "How is it that you carry only one plank, and all the other men carry two?"

Worker: "I suppose they're too lazy to make two trips, the way I do."

"What sort of stuff does Jake have in the play?"

"A very emotional part. In the last act he has to refuse a drink."

A delegate-at-large is a gentleman who attends the convention without his wife.

"Son," said a Texan to his offspring, "I just heard you asking that man what state he was from. Now, my boy, I want you to remember this: If a man comes from Texas, he'll tell you; and if he isn't from Texas, there's no need to embarrass him."

"And there, my son, you have the story of your dad and the great World War."

"Yes, Daddy, but why did they need all those other soldiers?"

A girl met an old sweetheart and decided to high-hat him. "Sorry," she murmured, when the hostess introduced him to her, "I didn't get your name."

"I know you didn't," rejoined the old flame, "but you tried hard enough."

Young Lady: Can you squeeze me in here?

Bus Driver: Why yes, lady, if someone else will drive the bus.

"I wonder why a girl can't catch a ball like a man," mused he.

"Oh," said she, "a man is so much bigger and easier to catch."

Nothing works out right it seems. In a town where you can park as long as you want to, you don't want to.



"With all these telephone contests, Charley figures to multiply his chances!"